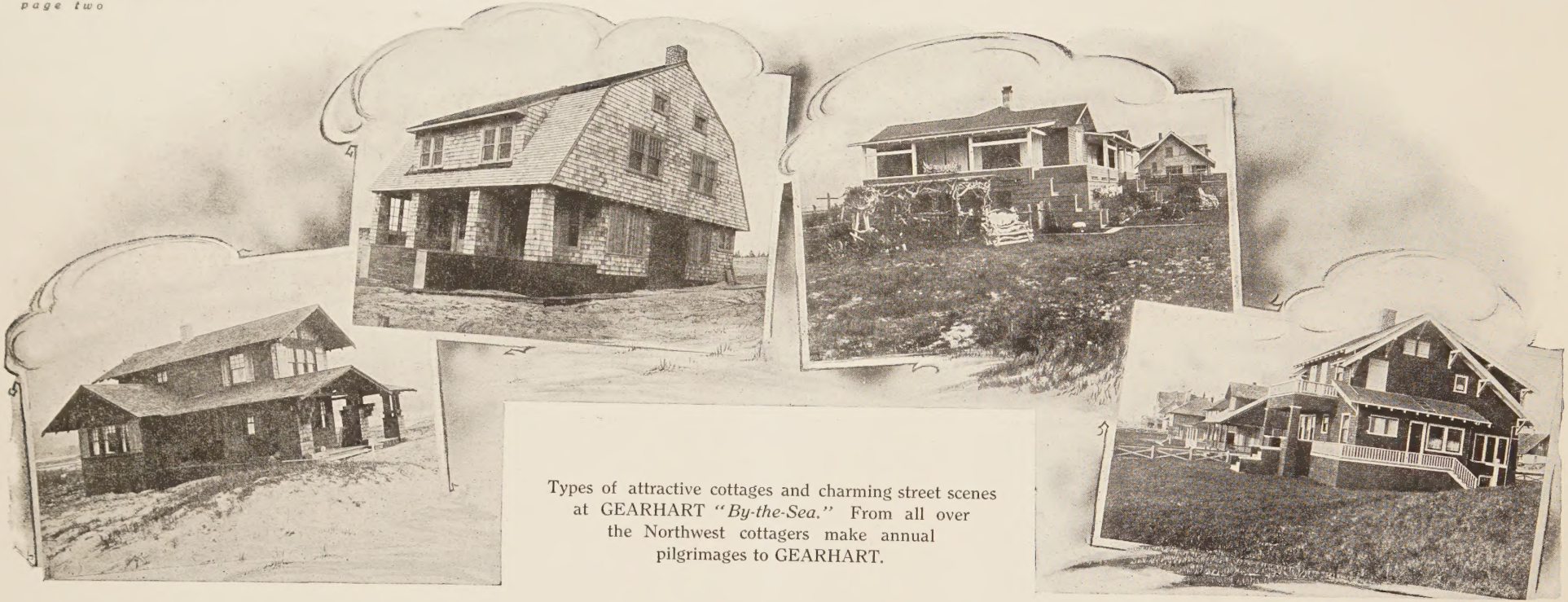
Helen M. Wise

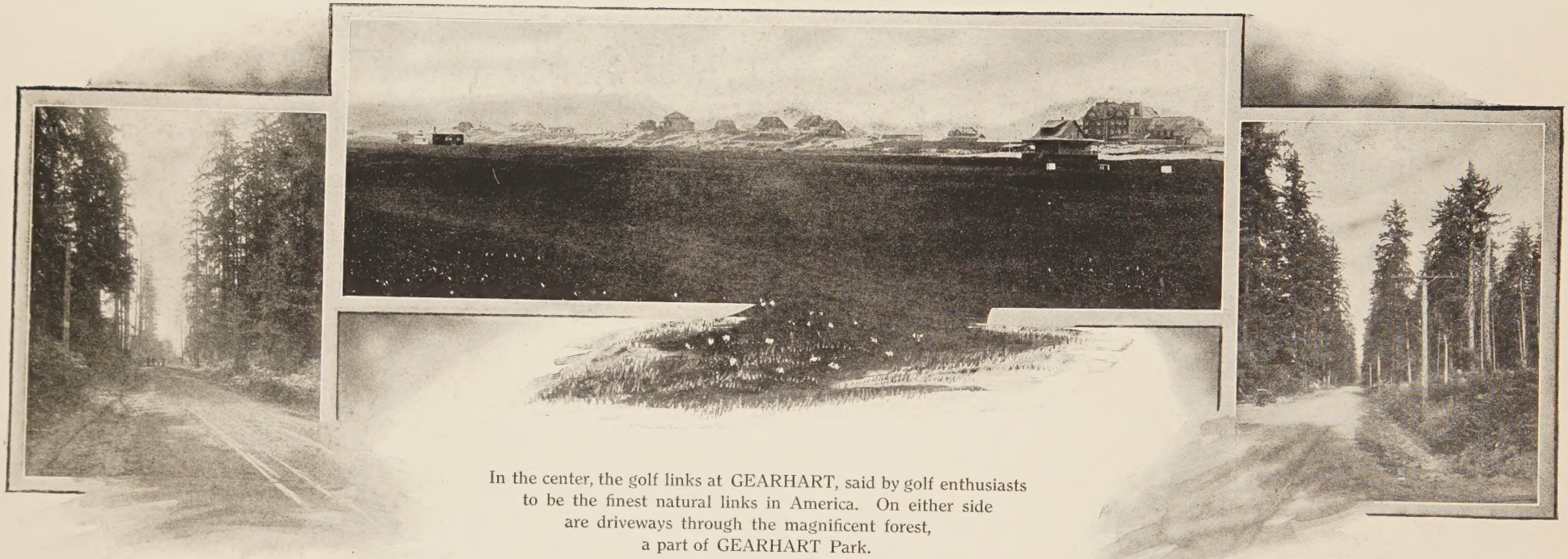
GEARHART-BY-THE-SEA

RECREATION and pleasure are not simply summer luxuries. They are necessary the year round. Nature has dealt most kindly with the Pacific Northwest. She looked at the land of beautiful valleys and plains, snow-capped mountains, mellow summers and soft embracing winters, filled with brave, energetic, hopeful men and women, and wondered what more she could do. She turned her eyes to the gateway of the great inland empire—the mouth of the Columbia—and prepared GEARHART *"By-the-Sea,"* a veritable storehouse of delightful surprises, where the natural beauties of ocean and woodland blend, each making the other more entrancing by the contrast. Here at GEARHART is the most wonderful, all-the-year-round play ground in America. It is the natural, the favored recreation spot for the Pacific Northwest and bids welcome at all seasons. GEARHART *"By-the-Sea"* is distinctly in a class all its own, and once visited it becomes the chosen play-ground in all the after years. Golf, tennis, automobiling, horseback riding, fishing, hunting, swimming—these are some of the recreations that engage the attention of the thousands of annual visitors and cottagers at GEARHART. One of the most delightful features of GEARHART is the natatorium—the best equipped and finest building of its kind on the Northwest Coast. This paradise of recreation and pleasure lies with equal accessibility to all the Northwest. From Portland, the great center of all the northwestern railway systems, the trip down the lordly Columbia may be made by rail in a little more than three hours, the North Bank road maintaining an unexcelled daily train service between the two points. Body and mind building, rest and wholesome pleasure can be found at GEARHART *"By-the-Sea"* every day in the year. The magnificent GEARHART beach, 18 miles in length, filled with lively, laughing, happy groups of merry bathers is as much of a scene in mid-winter as in mid-summer.



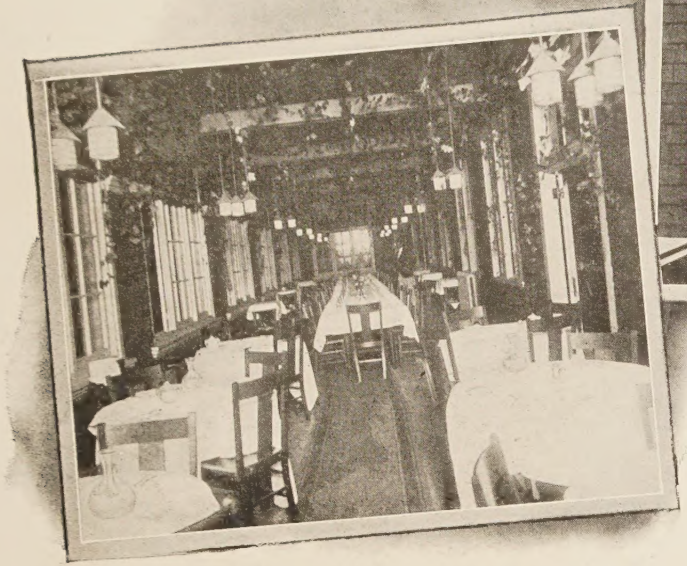
Types of attractive cottages and charming street scenes at GEARHART *"By-the-Sea."* From all over the Northwest cottagers make annual pilgrimages to GEARHART.

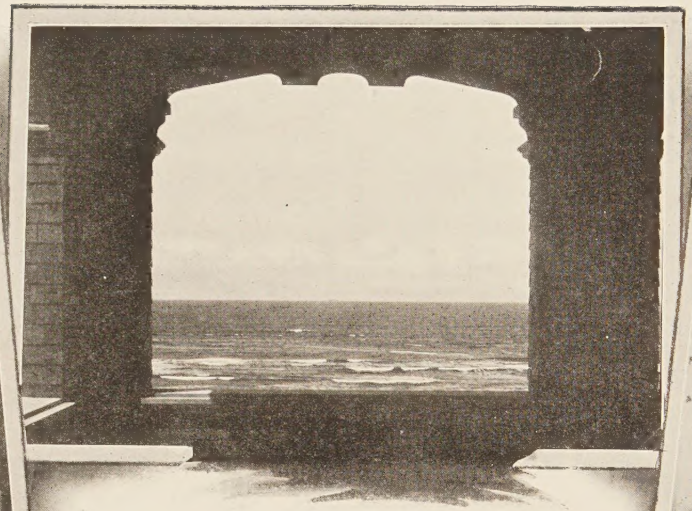
Here a glimpse of Cottage Avenue, the roadways so necessary to the comfort of cottagers, and the buildings of the Lower Columbia River Fair Association are to be seen.



In the center, the golf links at GEARHART, said by golf enthusiasts to be the finest natural links in America. On either side are driveways through the magnificent forest, a part of GEARHART Park.

Trout stream near GEARHART and the catch of one of the many disciples of Isaac Walton, who annually visit Clatsop Beach. Tillamook Rock rearing its mighty head from out the ocean at GEARHART.



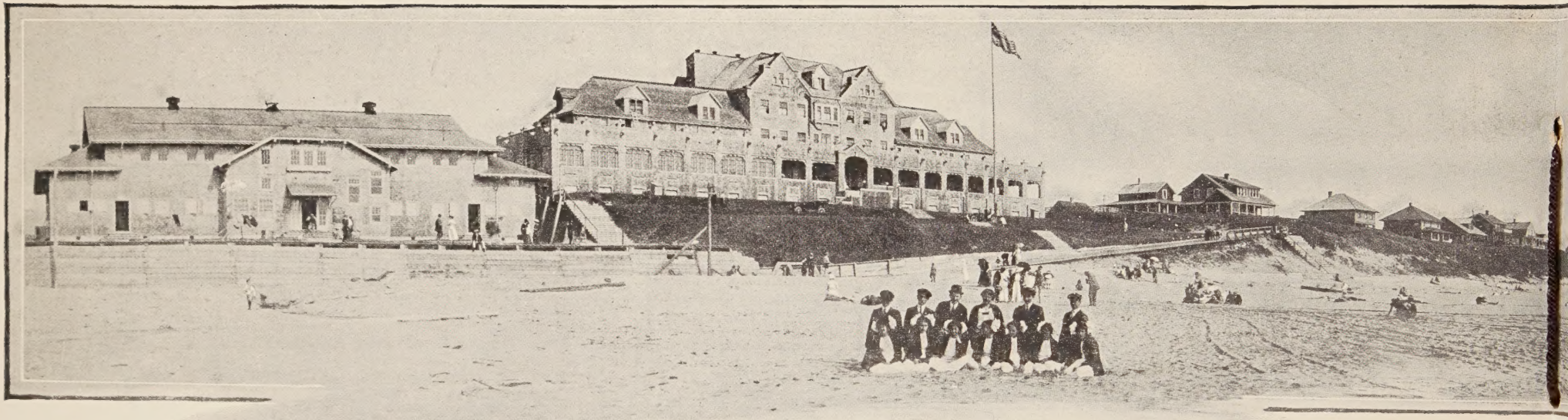


Main and glass-enclosed dining room set for banquet. Looking out over the placid Pacific from the broad sweeping gallery at Hotel GEARHART *"By-the-Sea."*

GEARHART PARK, Oregon's famous beach resort, possesses more attractions from the view point of an all-year place to rest and recreate, than any other spot of similar character on the Pacific Coast. The climate is undeniably beautiful throughout the year. Its accessibility to Portland and other large centers of population makes it the ideal summer and winter retreat for the city, business and professional man.

Hotel GEARHART is a magnificent structure, roomy, beautifully furnished and equipped with every accessory, steam heat, hot and cold running water, hot salt baths, electric lights, and every modern comfort. The hotel is noted for its excellent cuisine.

GEARHART PARK in all of its appointments and features is the natural playground for tired and business wearied men and women, and those seeking healthful recreation. Location, climate, scenery, and every other natural advantage combine to make it so. There only remained for man to place in nature's setting the comforts demanded for modern convenience. These have been fully supplied.



Remarkable panorama of a portion of Gearhart Beach, showing magnificent new Hotel GEARH

GEARHART *"By-the-Sea,"* Natatorium, ocean view cottages, and Tillamook Head in the distance.

Low tide at GEARHART *"By-the-Sea"* when the clam digger takes possession of the beach.

Everybody takes a daily plunge in the delightful surf at GEARHART. When the tide is not right for bathing, a stroll through the woods presents an ever changing scene of nature at her best.

Automobile race course at GEARHART, leveled and hardened twice a day by the on-rushing tide. Auto races are an annual event over this magnificent 18-mile course. Sixty miles an hour is no unusual speed for the machines to travel over this natural driveway.

Swimming tank in the natatorium at GEARHART. Instructors in swimming present throughout the season. In the center is the beautiful roadway leading from the depot to the hotel. Far out a mighty swell is breaking as it sweeps up the gentle incline on GEARHART'S beach.

Modern ocean view cottage at GEARHART *"By-the-Sea."* North Bank train bringing crowds to Gearhart. Wonderful Columbia River jetty, one of Gearhart's most interesting attractions, which may be reached by auto ride along the beach.

Another view of Cottage Avenue. Cottages almost hidden in the depths of the entrancing forest at GEARHART *"By-the-Sea."* One of the many handsome beach homes at GEARHART.

THE GEARHART Park Company offers to the buyer of summer home sites, the choicest beach property on the North Pacific Coast. GEARHART *"By-the-Sea"* is without a peer as a beach resort. It is admirably located and is quickly reached through the Portland gateway by all the northwestern railway systems. We offer lots 50 x 100 feet as low as $200. Terms to suit purchaser.

GEARHART PARK CO., 100½ Fourth St., Portland, Ore.

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